

PHILIP MORRIS U.S.A.
INTER - OFFICE CORRESPONDENCE
100 Park Avenue, New York, N.Y. 10017

To: Mr. A. Holtzman
From: D. J. Mazzitelli
Subject:

Date: May 12, 1978

Attached is a listing by year, of those PM-USA Marketing Research documents which fall under the information request submitted by the House Subcommittee on Oversight and Investigations. This list contains all known consumer, product, and advertising research conducted by PM-USA between January 1, 1964 and December 31, 1977.

It is my understanding that copies of those documents dated between January 1, 1964 and April 1976 are presently being stored in our Carlstadt, N.J. warehouse. These copies were made in the Spring of 1976 in response to the FTC Subpoena.

Dom Mazzitelli
D. J. Mazzitelli

DJM/jt
Attachment

c.c. Messrs: A. Bissmeyer
J. Morgan
J. Zoler

2042522334



1977

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
January 4, 1977	Follow-Up Survey - Parliament Letter Writers
January 14, 1977	Special Tracking: Smoking Awareness
January 21, 1977	Special Tracking - Merit & Low Tars
January 26, 1977	Characteristics of Merit Smokers
February 10, 1977	Awareness of Marlboro 85's "Red Roof" + Slims "Ginny"
February 25, 1977	Follow-Up -Merit Mailer to Retailers
March 18, 1977	Merit 100: 1st Postcard Report
March 22, 1977	BH 100: Base Study for Special Promotion
March 25, 1977	Merit 100: 2nd Postcard Report
March 25, 1977	BH 100 Study: "Lights" vs. "Milds"
March 28, 1977	Black Smokers In Major Markets
March 30, 1977	Advertising Portfolio Test
April 1, 1977	Merit 100: 3rd Postcard Report
April 5, 1977	Marlboro Lights: Extra Weight Advertising Test
April 14, 1977	Merit 100: Final Postcard Report
May 3, 1977	BH 100: Box Research
May 24, 1977	Tracking Study: Basic Demographics of Smokers
June 1, 1977	Merit: Analysis of Sales Trends
June 28, 1977	Brand Switching: Marlboro Lights & Winston Lights
June 29, 1977	Brand Switching: BH 100
--	Parliament: Group Sessions For Brand
--	Summary of 3 Focused Group Sessions for Parliament
July 5, 1977	BH Franchise vs. Box Smokers
July 5, 1977	1977 Consumer Buying Habits
July 8, 1977	Communication Test on Real Ad
July 11, 1977	Alpine: Study In S&H Centers

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1977

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
July 15, 1977	Tracking Study: Low Tar Data
July 15, 1977	BH 100's: 3 Copy Tests
July 19, 1977	Brand Switching - Marlboro & Winston
July 19, 1977	Low Tar Parliament - Pre-Test in Buffalo, etc.
July 20, 1977	Smokers' Perceptions of Tar Levels
July 21, 1977	Brand Switching - General Winona/Tracking Data
July 21, 1977	BH 100's: Special Promotion In Black Markets
July 22, 1977	Parliament: Base Survey For Ultra Lights & Extra Spending Tests
July 25, 1977	Brand Switching: BH 100 Menthol
August 4, 1977	Tracking Study: Merit Section
August 5, 1977	Real - 1st Postcard Report
August 11, 1977	Tracking Study: Cigarette Buying Patterns
August 12, 1977	Tracking Study: Detailed Demographic Data
August 16, 1977	Real - 2nd Postcard Report
August 23, 1977	Brand Switching: General Report
August 25, 1977	Real - 3rd Postcard Report
August 29, 1977	Parliament: Ultra Lights Postcards
Sept. 12, 1977	Brand Switching: Virginia Slims
Sept. 14, 1977	Real - Final Postcard Report
Oct. 18, 1977	Characteristics of Merit Smokers
Oct. 31, 1977	BH 100 Lights: Consumer Simulation Study
Nov. 4, 1977	Awareness of BH 100 Lights
Nov. 8, 1977	Reactions to 3 New Brand Names
Nov. 9, 1977	Parliament: Final Report "Extra Spending" Test
Nov. 10, 1977	Brand Switching - General Report

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1977

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
Nov. 10, 1977	Incidence of Smoking - Historical Trends
Nov. 21, 1977	BH 100's: Special Black Market Promotion - 2nd Report
Nov. 22, 1977	Brand Switching - General Report
Dec. 1, 1977	Brand Switching - General Report
Dec. 14, 1977	BH 100's: Movie Classics - Further Reactions- Boston/Denver
Dec. 16, 1977	BH Lights: Postcards - 1st Report
Dec. 27, 1977	Characteristics of Merit Smokers
Dec. 28, 1977	BH Lights - Postcards - 2nd Report
--	Final Report - Black Smokers (Harris)
Dec. 28, 1977	Awareness of B&H Lights - Post Test

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1977

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 19, 1977	Marlboro 100 vs. Marlboro 85 Test 2354/2355
January 21, 1977	Parliament 85 "H" vs. Blend Y77-1 3069/3070
January 25, 1977	Merit 85 vs. Kool Mild + Cover 7018/11024
January 25, 1977	Marlboro 85 vs. Blend Y77-1X 2358/2359
February 1, 1977	Merit 85 vs. Vantage Regular 85 + Cover 7007/10042
February 2, 1977	Merit 85 vs. Fact Regular 85 7011/11022
February 2, 1977	Merit 85 vs. True Regular 85 + Cover 7009/12018
February 4, 1977	Merit 85 vs. Fact <u>Menthol</u> 85 7019/11025
February 4, 1977	Merit 85 vs. Parliament 85 "H" + Cover 7021/3071
February 4, 1977	Merit vs. Doral Regular 85 + Cover 7008/10043
February 7, 1977	Merit 85 vs. Vantage <u>Menthol</u> 85 + Cover 7014/10045
February 17, 1977	B&H 100's vs. Blend Y77-1 8139/8140
February 17, 1977	Merit 85 vs. Doral <u>Menthol</u> 85 + Cover 7013/10044
February 17, 1977	Merit 85 vs. Belair <u>Menthol</u> 85 + Cover 7017/11023
February 28, 1977	Merit 85 vs. <u>Salem Lights</u> (Not a report) 7020/10046
March 1, 1977	Kent Golden Lights Menthol: Evaluation of Procedures
March 7, 1977	Marlboro 85 vs. Blend Y78-1 2360/2361
March 14, 1977	Summary of the Merit 85's Tests

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1977

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
April 20, 1977	Va. Slims vs. Blend Y77-1 8740/8741
April 20, 1977	Parliament 85 vs. Blend Y78-1 3072/3073
April 29, 1977	Marlboro 85 vs. Exper. D5LJ (Flavor Substitution) 2349/2350
May 3, 1977	B&H 100 Regular vs. Exper. D6ATU 8145/8146
May 17, 1977	B&H 100 Regular vs. Blend Y78-1 8141/8142
May 24, 1977	Va. Slims Regular vs. Blend Y78-1 8742/8743
August 3, 1977	Marlboro Lights: 85 vs. Exper. Merit Blend/Flavor 1226/1227
August 3, 1977	Marlboro Lights 85 vs. Exper. Marlboro Blend/Flavor 1228/1229
August 4, 1977	Marlboro Lights vs. CA Filtered Marlboro Lights 1230/1231 (ID)
August 4, 1977	Marlboro Lights vs. CA Filtered Marlboro Lights 1232/1233
September 23, 1977	B&H 100 Regular vs. Exper. 10mg. B&H 8147/8148
October 17, 1977	Marlboro 85 vs. Exper. 10% Dilution 2367/2368
October 17, 1977	Marlboro 80 vs. Exper. 10% Dilution 2369/2370
October 17, 1977	Marlboro 100 vs. Lower Tar Exper. Marlboro 100 2364/2365
October 17, 1977	Product Test-Marl. Alum. Foil vs. Metalized Paper 3349/3350
October 17, 1977	Package Test-Marlboro Alum. Foil vs. Metalized Paper 3351/3352
October 17, 1977	Cover For Above Package Tests

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1977

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
December 1, 1977	Va. Slims Y76-4 vs. Blend Y79-1 8748/8749
December 1, 1977	Merit 85 Y76-4 vs. Blend Y79-1 7025/7026
December 1, 1977	Parliament 85 Y76-4 vs. Blend Y79-1 3078/3079
December 1, 1977	B&H 100 Gold Y76-4 vs. Blend Y79-1 8159/8160
December 1, 1977	Marlboro 85 Y76-4 vs. Blend Y79-1 2377/2378
December 14, 1977	B&H Lights vs. B&H Gold <u>identified</u> 8503/8165
December 20, 1977	Marlboro Lights 85; Flavor B vs. Flavor 2 1234/1235
December 20, 1977	Marlboro Lights 100; Flavor B vs. Flavor 2 5040/5041

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1976

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
January 5, 1976	PM Plant Tour Survey
January 5, 1976	Cigarette Company Images
January 26, 1976	BH 100's: Classic Films Promotion (Smokers (Reactions)
January 28, 1976	BH 100's: Classic Films Promotion (Reaction (To Ads)
January 29, 1976	Comprehensive Review of Low Tar Category
February 5, 1976	Merit: Day After Recall For 5 Ads
February 25, 1976	Va Slims: Consumer Survey Monitoring Dawn, etc.
February 25, 1976	Capri 100's: Consumer Survey In Dallas/Ft. Worth
March 18, 1976	Merit & Now: Tracking In Chicago; N.Y.; San Fran.
March 19, 1976	Merit: Weekly Tracking Final Report
March 22, 1976	The Spanish Market-Demographics & Consumer Behavior
March 31, 1976	Marlboro: Test of 4 Ads In Spanish
April 6, 1976	Kent Golden Lights: Consumer Study In Portland, Maine
April 6, 1976	Group Sessions - Low Tar Smoking
April 7, 1976	Merit: Full G & R Tests for 5 Merit Ads.
April 8, 1976	Merit: Eye Movement Test for 2 Ads
April 8, 1976	BH 100's: G&R Verbatims for BH Ads-1971-75
April 15, 1976	Va Slims: Ebony Ad Test (3/76)
April 20, 1976	Merit: Message Its Ads Convey To Smokers
-	Volume 12: G & R Magazine Report
May 3, 1976	Merit: G & R Tests of 3 Additional Ads
May 19, 1976	Parliament: First 2 Ads of New Campaign
May 24, 1976	Merit: Brand-Gruber Group Sessions

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1976

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
May 26, 1976	Third Survey of Smoking Among College Students
--	Consumer Survey (Roper): Smokers Habits & Attitude
June - 1976	Tracking Study (1976 Edition)
July 1, 1976	Merit/Low Tar: Tracking Study
July 14, 1976	Study of 100's and 120 's (Roper)
July 16, 1976	BH 100's Menthol: "Sportstakes" Ads in Playboy
July 19, 1976	Saratoga/Parliament: Ebony Ads Test
July 20, 1976	BH 100's: Great Movie Classics - Boston
August 16, 1976	Marlboro Lights: Extra Weight Ad Test
September 27, 1976	Kent Golden Lights: Source of Smokers, etc.
October 6, 1976	True: G & R Test of First 5mg Ad
October 14, 1976	BH 100's: Movie Classics -Survey of Public
December 6, 1976	Marlboro/Parliament- Ebony Ad Test
December 10, 1976	BH 100's - Movie Classics - Denver

1976

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 13, 1976	B&H 100's vs. Experimental B&H with Special Tipping 8129/8130
February 5, 1976	Merit Menthol vs. Carlton Menthol 5505/9010
February 24, 1976	Production Marlboro 85 vs. Experimental M5CU Marlboro 2341/2342
February 24, 1976	Merit vs. Winston Lights 5021/10037
February 25, 1976	Production Marlboro 85's vs. Experimental Blend Y77 (Also a cover note) 2343/2344
March 31, 1976	Merit vs. Now Regular 5022/10038
April 2, 1976	Merit Menthol vs. Now Menthol 5506/10039
May 3, 1976	Va. Slims vs. Blend RL 59 - 8736/8737) B&H 100 Reg. vs. Blend RL59 - 8131/8132) + Cover Notes Marlboro Red vs. Blend RL59- 2346/2346)
May 14, 1976	Va. Slims Reg. vs. Blend Y76 8734/8735
July 13, 1976	Prod. Parl. vs. Exper. Parl. Coded DSAUN 3055/3056
July 13, 1976	Prod. Parl. 100's vs. Exper. Parl. Coded X8D5AYA 3059/3060
July 13, 1976	Prod. Parl. vs. Exper. Hauni Diluted Parliament 3065/3066
July 13, 1976	Prod. Parl. 100 vs. Exper. Hauni Diluted Parl.100 3067/3068
July 13, 1976	Cover for above 4 Parliament Tests
July 23, 1976	Prod. Parl. vs. Exper. Parl. with Blend Y77 3063/3064
July 30/1976	Merit 100mm (10mg.) vs. Kent 100 - 5024/12014) + Cover Merit 100 (10 mg.) vs. True 100 - 5024/12014)

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1976

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
September 27, 1976	Prod. B&H 100 vs. Exper. B&H with Blend Y77 8135/8136
September 27, 1976	Va. Slims vs. Exper. Va. Slims with Increased Puff Count 8732/8733
September 27, 1976	Prod. Va. Slims vs. Exper. Blend Y77 8738/8739
September 29, 1976	Merit 100 vs. Marlboro 100 5027/2353
September 29, 1976	Merit 100 vs. B&H 100
October 4, 1976	Merit 100 vs. Pall Mall 100 5028/9011
October 7, 1976	Merit 100 vs. Tareyton 100 5029/9012
October 11, 1976	Merit Menthol 100 vs. B&H 100 Menthol 5508/8138
October 11, 1976	Merit 100 vs. Merit 85 5030/7005
October 11, 1976	Merit 100 vs. Kent 100 5032/12017
October 11, 1976	Merit 100 vs. True 100 5031/12016
October 12, 1976	Merit 100 Menthol vs. Belair 100 5510/11021
October 13, 1976	Merit 100 Menthol vs. Merit 85 Menthol 5513/7006
October 13, 1976	Merit 100 Menthol vs. Kool 100 5509/11020
October 22, 1976	Prod. Marlboro vs. Exper. Marl. with modified blend 2351/2352
November 18, 1976	Exper. Marlboro Lights 100 vs. Prod. Marlboro 100 5023/2348
December 22, 1976	Prod. Marlboro vs. Exper. Blend RL150-B 2356/2357

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1975

A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
January 1, 1975	Marlboro/Winston Boxes....Consumer Reactions
January 9, 1975	ROP Advertising - Marlboro 100's
January 13, 1975	Winchester Cigarette - Consumer Study in Three Test Markets
January 13, 1975	Virginia Slims Nostalgic Matches Promotion
January 24, 1975	B&H 100 - G & R "Elavator"
January 24, 1975	'More' Telephone Follow-up
January 27, 1975	Advertising Recall Scores
January 30, 1975	Information on Marlboro Red Pack
January 31, 1975	Wave II: 'More'/Oklahoma City
February 3, 1975	Analysis of Factors Related to High PNR
February 7, 1975	Marlboro Lights: Pre-Wave Measure of Awareness
February 28, 1975	Va. Slims Book of Days Offer
March 4, 1975	Seattle: Miyako Consumer Survey
March 6, 1975	Menthol Smokers reaction to Menthols
March 19, 1975	Consumer Study on More in New York and Los Angeles
March 26, 1975	Portfolio Ad Test: Saratoga and More
April 10, 1975	Parliament-Consumer Study
April 10, 1975	Consumer Study on More & Saratoga
April 10, 1975	Summary of Research Data on Parliament
April 11, 1975	Miyako Group Session
April 21, 1975	Greenwood Advertising Research
May 8, 1975	Research Among City Councilmen/State Legislators
May 9, 1975	Ad Test in Ebony - Report on Study
May 15, 1975	Parliament - Consumer Study
May 15, 1975	Consumers' Rankings of Tar and Taste Level

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1975 (Cont'd)

A) CONSUMER/ADVERTISING RESEARCH (Cont'd)

<u>Date</u>	<u>Report Title</u>
May 16, 1975	Parliament - Consumer Study
May 17, 1975	Miyako: Review of Research
May 20, 1975	Virginia Slims: Losses to 'More'
May 27, 1975	Group Sessions: 'More'
May - 1975	Parliament - Consumer Study
May - 1975	Qualitative Investigation of 'More' Cigarettes in L.A. Market
June 9, 1975	Smoker Reaction to B&H 100 Advertising
June 11, 1975	Houston: Phoenix: St. Louis Consumer Survey
June 20, 1975	Oklahoma City: 'Tramps' Study
June 24, 1975	Va. Slims Psychographic Study
June 24, 1975	Consumer Study of 3 Ads
June 24, 1975	Acceptability of 120mm line extension
July 18, 1975	Ebony: List of June 75 Issue
July 24, 1975	'Dawn': San Francisco
July 24, 1975	Parliament: New Data
July 25, 1975	Group Session Research on 'More' in Los Angeles
July 30, 1975	Los Angeles: 'Long Johns' Consumer Survey
August 9, 1975	Merit Packaging
August 14, 1975	Awareness of Surgeon General Warning
August 21, 1975	Ebony: Ad Readership July 1975
September - 1975	Gallup & Robinson Magazine Impact Reports: Vol. X and XI
September - 1975	1975 Tracking Study
September 3, 1975	New Orleans: Light Brown Consumer Survey
September 8, 1975	Reaction of Smoker to B&H 100 Advertising Wave II
September 29, 1975	Marlboro 100: Update of Reasons for Smoking 100's
October 2, 1975	Boston/Providence: 'Max' Survey

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1975 (Cont'd)

A) CONSUMER/ADVERTISING RESEARCH (Cont'd)

<u>Date</u>	<u>Report Title</u>
October 3, 1975	Roper Study
October 3, 1975	Conclusions in 1970 Roper Report
October 8, 1975	'Saratoga' Extra Adv.: Des Moines
October 15, 1975	Marlboro 100 Package Test
October 16, 1975	Reasons for Smoking 100's
October 16, 1975	Consumer Opinion of Tar and Taste Levels
November 17, 1975	Ebony Ad Test: Sept. 1975
November - 1975	Evaluating New Campaign for Parliament
December 1, 1975	Involvement in B&H 100 Ads
December 9, 1975	Reaction to B&H 100 Advertising Wave III
December 15, 1975	B&H 100 Day After Recall Test
December 17, 1975	Comprehensive Test of 4 Merit Ads
December 23, 1975	Response Analysis - Proposal for Consumer Survey

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1975

B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 10, 1975	Marlboro 85 vs. Winston 85.
January 13, 1975	Marlboro Lights vs. Winston Lights
January 14, 1975	B & H 100's NMF vs. Blend Y 75.
January 14, 1975	Blend 3912 Research
January 15, 1975	Marlboro Red Foil Weight Test and Cover.
February 27, 1975	Saratoga vs. More.
April 30, 1975	Prod. Multifilter NM vs. Vantage.
April 30, 1975	Exper. Multifilter NM vs. Vantage.
May 12, 1975	Marlboro 80 Box "Short Inner Frame".
May 12, 1975	Marlboro 80 Box "Short Inner Frame".
June 2, 1975	October '74 B & H 100's vs. B & H Blend Y '76.
June 26, 1975	Miyako vs. Hauni - Diluted Marlboro Lights.
July 16, 1975	Exper. Commander vs. Prod. Commander.
July 29, 1975	Exper. B & H with Blend EM vs. Prod. B & H 100's.
August 6, 1975	Exper. Marlboro coded D5EG vs. Prod. Marlboro.
August 11, 1975	Prod. Marlboro 100's vs. Prod. Saratoga.
August 11, 1975	Prod. Marlboro 100's vs. Exper Higher Puff Count Saratoga.
August 18, 1975	Exper. B & H with Special Tipping Paper vs. Prod. B & H 100's to cover.
September 2, 1975	Exper. Marlboro Coded D5C67 vs. Prod. Marlboro.
September 4, 1975	Exper. Marlboro with Blend Y - 1 vs. Winston Plan A.
September 16, 1975	Exper. Virginia Slims with Blend Y 76 vs. Prod. Virginia Slims.

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1975

B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
October 7, 1975	Merit vs. Vantage
October 8, 1975	Merit vs. Doral
October 9, 1975	Merit vs. Marlboro Lights
October 14, 1975	Prod. Parl. vs. Exper. Parl with Blend Y 76.
October 20, 1975	Exper. Multifilter X6-D5CHY vs. Prod. Multifilter and cover.
October 20, 1975	Exper. Multifilter X6-M4BW vs. Prod. Multifilter and cover.
October 20, 1975	Exper. Marlboro with Blend Y - 1 vs. Winston and cover.
October 20, 1975	Merit vs. True
October 22, 1975	Merit vs. Parliament
October 22, 1975	Merit vs. Kent
October 24, 1975	Merit Menthol vs. Kool Milds
October 24, 1975	Merit Menthol vs. Vantage Menthol
October 24, 1975	Merit Menthol vs. Belair.
October 24, 1975	Merit Menthol vs. Doral Menthol.
October 29, 1975	Merit Menthol vs. True Menthol
November 3, 1975	Product Testing Without Overtipping.
November 18, 1975	Exper. Marlboro with Blend OS vs. Prod. Marlboro.
December 3, 1975	Merit vs. Carlton Regular.
December 4, 1975	Merit vs. Marlboro Red.
December 8, 1975	Exper. Marlboro with Blend Y - 1 vs. Prod. Marlboro
December 10, 1975	Merit vs. Winston
December 16, 1975	Marlboro Red with Blend Y - 1 Test cover letter.

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1975

C) MISCELLANEOUS

Date

Report Title

February 7, 1975

Va. Slims: Value of Dec. '74 A-1's

October 13, 1975

Memo to Don B. Kaudson

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1974

A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
January 4, 1974	Ad Testing in Ebony.
January 15, 1974	Campaign Recall
January 17, 1974	Miyako: Name/Packings Study
January 23, 1974	Ad Testing in Ebony.
February 4, 1974	How People Ask For Cigarettes
March 7, 1974	B&H Scores
March 11, 1974	P.M.I. - Trend Flag Tip-In
March 13, 1974	Va. Slims Book of Days '74 Promotion
March 20, 1974	Marlboro: Consumer Report
March - 1974	Leo Burnett - 1973 Print Ad Studies
April 15, 1974	New Smokers
April 17, 1974	Vending Questions in Tracking Study
April 18, 1974	Marlboro Lights: Lowered Tar vs. "Numbers".
April 19, 1974	Heard of/Tried Marlboro
April 25, 1974	Sports Questions on 1974 Tracking Study
May 9, 1974	Why Young Smokers Have Not Adopted 100's.
May 16, 1974	Marlboro: Consumer Report
May 20, 1974	Japan Questions in 1974 Tracking Study
June - 1974	Study of Public Attitudes Toward Cigarette Smoking & Tobacco Industry in 1974 - Volumes I and II
July 1, 1974	P.M.I. - Wave I
July 17, 1974	Old Time Scene: Va. Slims
July 23, 1974	Ebony: June 1974, Ad Testing.
July 26, 1974	P.M.I. - Wave II
July 30, 1974	Multifilter: G & R Data
July - 1974	A Study of Smoking Habits Among Young Smokers

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1974 (Cont'd)

A) CONSUMER RESEARCH (Cont'd)

<u>Date</u>	<u>Report Title</u>
August 8, 1974	Marlboro: Consumer Report
August 15, 1974	GR - PMI - B&H 100 Newsweek
August 19, 1974	Alpine Consumer Research
August 21, 1974	Consumer Report
August 22, 1974	B&H Gallup & Robinson Scores
August - 1974	Dallas-Ft. Worth Impact (May-August)
August 28, 1974	B&H (June 8/74)
September 9, 1974	Gallup & Robinson: Marlboro, Winston, Kool
September 16, 1974	Virginia Slims: Consumer Report
September 27, 1974	Advertising: Male vs. Female Interest
October 1, 1974	'Liking' of Ads
October 8, 1974	Consumer Report
October 8, 1974	Marlboro Lights in Omaha - Newspapers
October 9, 1974	B&H Adv. Scores from Qualitative Interview
October 9, 1974	B&H: The opportunity for Extra Mild
October 10, 1974	Public Attitudes toward Cigarette Smoking - Vol. III
October 10, 1974	Tracking Study Tables
October 10, 1974	Miyako 'Tori Gate' - Oct. Time
October 16, 1974	Consumer Report
October 23, 1974	P.M.I. - Wave III
October 31, 1974	Sept. '74 Ebony
November 5, 1974	Preferences for Extra Length
November 22, 1974	G & R by Magazine - Summary
November 27, 1974	Multifilter 'Road Signs' Refocus
December 3, 1974	Omaha Magazine of the Midlands - Marlboro Lights

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1974 (Cont'd)

A) CONSUMER RESEARCH (Cont'd)

<u>Date</u>	<u>Report Title</u>
December 6, 1974	Miyako - Refocus
December 12, 1974	Gallup & Robinson: College
December 16, 1974	Consumer Study 'More': Oklahoma City
December 19, 1974	B&H 100 Adv. Comprehension
December 19, 1974	Miyako - 1st Consumer Study
December 23, 1974	B&H 100: Review of Young Peoples' Data

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1974

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 18, 1974	Virginia Slims Box vs. Soft Pack and Cover.
February 6, 1974	Marlboro 85's vs. Exper. Filter.
April 19, 1974	Marlboro 85's vs. Blend Y-75
April 30, 1974	Marlboro 85's vs. Blend ESS - 2 (and cover).
June 14, 1974	Evaluation of Richmond Tests: Experimental Filter.
June 26, 1974	1/74 Marlboro 85's as Prototype D3DFB
June 26, 1974	Marlboro 85's vs. Cigarette IS
June 27, 1974	Marlboro 85's (1/74) vs. Prototype D3DGR
July 23, 1974	Multifilter vs. Blend D3AYG
July 23, 1974	Parliament 85 vs. Blend Y 75
July 29, 1974	Virginia Slims vs. Modified Flavor 6293-83
August 12, 1974	Miyako vs. Hauni - Diluted Marlboro Lights
August 12, 1974	Miyako vs. Viceroy and Cover.
August 15, 1974	Philip Morris International (Regular and Menthol)
August 20, 1974	Cover Note: Miyako Tests
September 19, 1974	Marlboro 85 vs. Prototype D4RW
October 2, 1974	Marlboro Menthol 85 vs. Kool 85
October 16, 1974	Marlboro Lights vs Prototype X6D4ED
October 16, 1974	Exper. Slim 100MM Box Product vs. B & H in std. Box and cover.
October 17, 1974	Heavier weighted foil on Marlboro Soft Pack vs. Regular weighted foil on Marlboro Soft Pack.
November 6, 1974	More vs. Smokers' Own Brands.
November 25, 1974	Marlboro 85 vs. Blend 76.

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1974

(B) PRODUCT TESTS

Date

Report Title

December 9, 1974

Miyako vs. Smokers' Own Brands.

December 9, 1974

Interpretation Miyako Results

December 16, 1974

Marlboro 85 vs. Blend ESS-275

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(A) CONSUMER RESEARCH

1973

<u>Date</u>	<u>Report Title</u>
January 9, 1973	Possible Selling Points: Alpine 100.
January 13, 1973	B & H Sweepstakes: Consumer Follow-up
January 30, 1973	Parliament Consumer Preference Package Test.
February 6, 1973	Pilot Study on Virginia Slims.
February 8, 1973	Multifilter: Wave III - San Francisco.
February 9, 1973	Parliament Perpetual Calendar Premium Evaluation.
February 16, 1973	Alpine in Houston and Milwaukee: Wave II.
February 28, 1973	Marlboro Blend Test - Atlanta and Columbus.
March 14, 1973	Alpine 100 in Phoenix: Pre-Wave.
March 21, 1973	Alpine Package Tests
March 22, 1973	Marlboro Consumer Research Study.
April 10, 1973	Consumer Preference for "Ostrich".
April 24, 1973	B & H Poster Identification.
May 22, 1973	Parliament Package Test.
May 31, 1973	Consumer Knowledge of Tar and Taste Levels of Cigarettes.
June 8, 1973	Ad Testing in Ebony.
June 28, 1973	Special Presentation for Philip Morris Inc., Gallup & Robinson, Inc.
January-June 1973	Gallup and Robinson Magazine Impact Reports - VI.
January-June 1973	Cigarette Tracking Study.
July 27, 1973	Alpine 100 in Phoenix: Wave II.
August 1, 1973	Alpine 100 in Houston & Milwaukee: Wave II.
August 1, 1973	Parliament Package Test
August 16, 1973	PM International: Consumer Preference Test for Package Background Color.
August 26, 1973	Marlboro - Consumer Research Study.
October 23, 1973	Parliament - Consumer Research Study.
October 23, 1973	Virginia Slims: Evaluation of Note Card Promotion

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(A) CONSUMER RESEARCH Cont'd.

<u>Date</u>	<u>Report Title</u>
November 14, 1973	Supplemental Information on B & H.
December 4, 1973	Virginia Slims Attitude Study.
December 6, 1973	B & H Consumer Information

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(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 12, 1973	Exper. Cigarette X6D2XS vs. True 83
January 24, 1973	P.M. Browns vs. Smoker's Own Brands
February 2, 1973	B & H 100's Smoker's: Brands They Switched From.
February 6, 1973	Parliament 85's vs. Exper. with CF Flavoring.
February 9, 1973	Multifilter NMF vs. Exper. Multifilter D12A
February 12, 1973	Marlboro 85's vs. Exper. Blend M-1.
March 1, 1973	Hauni-Diluted Lights/Blend H B vs. Hauni Diluted Lights Control.
May 9, 1973	Marlboro 85's vs. Blend 73-A.
May 14, 1973	Slims 100's Box vs Standard 100's Box.
May 23, 1973	Cambridge 100's Slims Box vs. SKRS Own Brand & Cover.
May 30, 1973	Marlboro 85's vs. Blend 73B
June 4, 1973	Marlboro 85's vs. Blend 73C
June 21, 1973	Marlboro 85's vs. Blend X
July 5, 1973	Marlboro 85's vs. Exper. Blend
July 18, 1973	B & H 100's Menthol vs. Kool 100's.
July 23, 1973	Marlboro 85's vs. Winston 85's.
August 27, 1973	Marlboro 85's vs. Blend ESS.
August 27, 1973	Marlboro 85's vs. Blend ESS.
August 27, 1973	Marlboro 85's vs. Blend J 73C.
August 27, 1973	Marlboro 85's vs. Blend J 73U.
September 7, 1973	B & H 100's Menthol vs. Salem 100's
September 7, 1973	Parliament 85's vs. Exper. Parl. with Re-engineered Filter.

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(B) PRODUCT TESTS Cont'd.

<u>Date</u>	<u>Report Title</u>
September 25, 1973	B & H 100's (NMF) vs. Exper. B & H Globe.
September 27, 1973	Parliament 100's vs. Exper. Parliament with Carson Filter.
October 2, 1973	October '72 Prod. Marlboro vs. Blend ESS-IG.
October 4, 1973	Multifilter NMF vs. Multifilter Exper. Filter.
November 15, 1973	Parliament 80 vs. Exper. Flavor 5367-6 and Re-engineered Filter and Cover.
December 6, 1973	Alpine 85 vs. Exper. X6-D3LH.

(C) MISCELLANEOUS

<u>Date</u>	<u>Report Title</u>
November 8, 1973	Comments on the Slower Growth Rate of B & H 100's.

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(A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
January 11, 1972	Marlboro Lights Ad Test
January 17, 1972	B & H America's Favorite Cigarette Break
January 26, 1972	Marlboro Lights: 6th Consumer Study
February 8, 1972	General Report
February 9, 1972	General Report
February 9, 1972	Multifilter G & R
March 3, 1972	Marlboro Groups
March 14, 1972	Preferences & Images of New Tip & Design
March 15, 1972	Vantage - G & R
March - , 1972	A Search for Advertising Strategies for Philip Morris Multifilter.
March - , 1972	Vol. III G & R Impact Report.
April 4, 1972	Relationship Between Smoking & Happiness
April 10, 1972	Parliament Ad Test
April 18, 1972	Virginia Slims "Book of Days" Offer
April 21, 1972	Multifilter
April 24, 1972	Virginia Slims - G & R
April 24, 1972	Virginia Slims Tip-In Test
May 9, 1972	Summary of Research Data - All B & H.
May 9, 1972	Parliament Consumer Report
May 9, 1972	Marlboro Consumer Report
May 19, 1972	Images of 100's
May - , 1972	Smoking & Smokers - A Summary of What We Know and Believe.

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1972

(A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
June 16, 1972	Marlboro Lights: Awareness & Trial
June 27, 1972	Parliament Package Test
June - , 1972	A Study of Public Attitudes Toward Cigarette Smoking and the Tobacco Industry in 1972. Vol. I - Discussion - copy #9.
June - , 1972	A Study O P A T C S and the T I Vol. II - Tabulations, Copy #5.
July 13, 1972	General Research
July 18, 1972	General Research
July 26, 1972	Multifilter Ad Test
August 3, 1972	General Research
August 14, 1972	Virginia Slims - G & R
August 14, 1972	Multifilter Ad Tip-In in Life
August 22, 1972	G & R Nite Image
August 28, 1972	Ebony of June '72
April-August	G & R Magazine Impact Reports Vol. IV
September 21, 1972	Virginia Slims in G & R
September 22, 1972	Alpine Package Tests
September 27, 1972	Attleffle (AL)
October 10, 1972	Alpine, etc. - G & R
October 11, 1972	Alpine, etc. - G & R
October 11, 1972	Alpine in Houston
October 16, 1972	Second Alpine Package Test
October 16, 1972	Steffen
October 18, 1972	Slims' Groups
October 23, 1972	Alpine (G & R)
October 24, 1972	Multifilter - Wave II - San Francisco

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1972

(A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
November 1, 1972	Virginia Slims Effectiveness of Cosmetic Brush Offer
November 1, 1972	Parliament Study
November 2, 1972	Ad Testing with Ebony
November 3, 1972	Multifilter - G & R
November 15, 1972	Moderate Smoke Critique - Not Relevant
November 27, 1972	Alpine "Ape" - G & R
November - , 1972	Advertising of Parliament Cigarettes
December 4, 1972	Alpine G & R
December 5, 1972	Alpine G & R
December 7, 1972	Alpine G & R
December 7, 1972	Consumer Reactions to Experimental Filters
December 18, 1972	Marlboro Advertising Study
December 18, 1972	Marlboro "Line" - G & R
December - , 1972	Tracking Study - Data Books
Sept. - Dec.	G & R Magazine Impact Reports - Vol. V

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1972

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 11, 1972	Marlboro 85's vs. Experimental 21MM Plug
January 11, 1972	B & H 100's vs. Experimental 27MM Plug
January 11, 1972	Marlboro 85's vs. Modified IH Flavor
January 11, 1972	Marlboro 100's vs. Special Casing
January 11, 1972	Parliament 85's vs. Kent 85's (Plus a Review of Past Res.)
January 11, 1972	Colorado 100's Menthol vs. Kool 100's (And Cover).
February 2, 1972	Marlboro Lights vs Smoker's Own Brands.
February 4, 1972	Tests of How Delivery Exper. Cigarettes vs. Kent 100's (Blind).
February 18, 1972	Throat Comfort Test
February 23, 1972	Marlboro 85's vs. Blend T-2A
February 23, 1972	Marlboro 100's vs. Original 34MM Tipping (Cork White Lined)
February 23, 1972	Marlboro 100's vs. White 34MM Tipping (Cork/White)
February 23, 1972	Marlboro 100's vs. Grey 34MM Tipping (Cork/Grey).
February 23, 1972	Marlboro 100's vs. Full 34MM Cork (Cork).
February 24, 1972	Marlboro 85's vs. Blend T-2B.
March 13, 1972	Marlboro 85's vs. Blend T (and Cover). Blend T vs. Winston 85's
March 14, 1972	Marlboro 80's Box vs. Experimental Filter
March 14, 1972	Marlboro Lights vs. Multifilter
March 15, 1972	Experimental Cigarettes X6D1xN vs. Marlboro Lights)plus Experimental Cigarettes X6D1xN vs. True 85's (NMF))cover
March 30, 1972	PM Commander vs. Blend A

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1972

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
April 26, 1972	Marlboro Lights vs. Kent 85's
May 1, 1972	Marlboro Lights vs. Marlboro Red.
May 3, 1972	Marlboro Lights vs. Experimental D1AWN
May 3, 1972	Marlboro Lights vs. Experimental D1ARY
May 24, 1972	Marlboro 85's vs. Blend T-4A
June 8, 1972	Marlboro 85's vs. Blend S
June 9, 1972	Marlboro 85's vs. Blend R5
June 9, 1972	Marlboro 85's vs. Blend R5-2X
June 12, 1972	Marlboro 85's vs. Blend S-8
June 19, 1972	Marlboro 85's vs. Blend M-1
July 10, 1972	Marlboro 85's vs. Hauni Diluted Marlboro 85's
July 17, 1972	B & H 100's Menthol vs. Hauni Diluted B & H 100's Menthol.
July 21, 1972	Alpine Product Review.
August 2, 1972	Multifilter NMF vs. Blend C
August 9, 1972	B & H 100's NMF vs. B & H 100 "USC"
August 9, 1972	Marlboro 100's vs. 34MM Cork Tipped Marlboro 100's.
August 17, 1972	Virginia Slims Menthol vs. Hauni Diluted Exp. U. S.
August 31, 1972	HTI Test of Virginia Slims vs. Virginia Slims with Hauni Ventilation (#8724/8725).
October 10, 1972	B & H 100's Menthol vs. Exper. B & H Menthol S C (and Cover).
October 12, 1972	Virginia Slims Box vs. Virginia Slims Soft Pack

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1972

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
October 30, 1972	Marlboro 85's vs. Blend M3S
October 31, 1972	Marlboro 85 vs. Winston 85 (and cover).
November 9, 1972	In House Information Re An Alpine 100's Product.
November 17, 1972	Marlboro 100's vs. Winston 100's
November 22, 1972	Cambridge 100's & PM Limited Edition 100's Series.
November 22, 1972	3 Tests of Scheduled 4 (Plus Cover by RSF).
December 11, 1972	B & H 85's Test Markets - Early 1968.
December 20, 1972	Exper. D2GX (5367-9) vs. B & H 100's NMF.

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1971

A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
January 5, 1971	Parliament 100's Nylon Tip Promotion - Atlanta
January 7, 1971	Consumer Acceptance of Hallmark (B&H's CP Product) in its Pittsburgh Test Market 11/19 and 11/20/1970.
January 12, 1971	General Consumer Study
January 14, 1971	Testing of two Philip Morris ads for use in campus recruiting
January 19, 1971	Results of personal interviews conducted among Mark VII triers who could not be contacted by telephone - (Tucson in Dec. 70)
January 20, 1971	Marlboro Package Test
January 20, 1971	Evaluation of the Parliament TV Tenson Flashlight Production
January 21, 1971	Final report of a study to evaluate the effectiveness of the "Cosmetic Brush" offer (National, February 8-March 10, 1970)
January 22, 1971	Philip Morris brand availability in Black markets
January 29, 1971	Portfolio
February 1, 1971	Portfolio Hippie
February 3, 1971	Evaluation of Three "Preface" names for Multifilter HI & II Smokers
February 4, 1971	Evaluation of four package designs
February 18, 1971	General Consumer Study
February 18, 1971	New Leaf
March 12, 1971	ASI...Hippie
April 8, 1971	ASI...Parliament "Silver Cup"
April 12, 1971	ASI...Benson & Hedges
April 29, 1971	Derby Sweepstakes (Multifilter)
January-April 1971	Vol. I - Gallup & Robinson Magazine Impact Reports
June 1, 1971	Tar/Nicotine # in ads
June 2, 1971	Parliament Consumer Study
June 10, 1971	Health Warning

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1971 (Cont'd)

A) CONSUMER/ADVERTISING RESEARCH (Cont'd)

<u>Date</u>	<u>Report Title</u>
June 16, 1971	Package Test
June 16, 1971	Laredo - Summary of previous research on Roll-Your-Own
June 25, 1971	Research to determine best length for Mantera & PM Brown
June 28, 1971	The effectiveness of Vantage and Eve advertising - Eve cigarettes, a case history
June - 1971	The Cigarette Market - National Tracking Study (January-April 1971)
July 21, 1971	Aniforms I
July 22, 1971	The effect of the Tar Tax on smokers
July 26, 1971	Cigarette name test
July 27, 1971	The effect of the "Tar Tax" on smokers Week of July 19
July 27, 1971	PM Brown
July 28, 1971	The Black Cigarette Market
July 30, 1971	Sports
July - 1971	Health Warning
August 10, 1971	Light & Dark
August 16, 1971	Parliament Consumer Study
August 20, 1971	Multifilter Consumer Study
August 20, 1971	General Consumer Study
August 30, 1971	Aniforms
May-August, 1971	Vol. II - Gallup & Robinson Magazine Impact Report
September 9, 1971	Awareness of Virginia Slims Sponsorship of Tennis in Houston - August 3-8/1971
September 13, 1971	Value of a cooler/grill premium for Parliament
September 17, 1971	Light & Dark

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1971 (Cont'd)

A) CONSUMER/ADVERTISING RESEARCH (Cont'd)

<u>Date</u>	<u>Report Title</u>
September 22, 1971	A special summary prepared for Philip Morris - Gallup & Robinson Inc.
September 23, 1971	Aniforms
October 5, 1971	Virginia Slims Panty Hose offer
October 6, 1971	Results of the first week of consumer interviews for Marlboro Lights (9/23-25) New England
October 8, 1971	Marlboro Lights Awareness Study
October 11, 1971	Results of the second week of consumer interviews for Marlboro Lights (9/30-10/2) New England
October 18, 1971	Multifilter Test Markets Sampled vs. Non-Sampled, Sampled Markets Soft Pack vs. Plastic Pak Markets
October 21, 1971	Multifilter Consumer Study
October 22, 1971	Results of the Fourth Week of Consumer Interviews for Marlboro Lights (10/14-16) New England
October 22, 1971	Awareness of Virginia Slims sponsorship of Tennis Tournament in Phoenix, 9/28-10/3/71
October 26, 1971	Marlboro Lights Package Test
October 27, 1971	Potential for Parliament Menthol
October 28, 1971	Acceptance of Winchester in Boston among men
November 3, 1971	Multifilter Direction
November 8, 1971	Multifilter Consumer Study
November 15, 1971	Results of the fifth Consumer Study for Marlboro Lights (11/4-6)
December 10, 1971	Preliminary Study of Reaction to a Premium Bracelet for Virginia Slims
December 16, 1971	Marlboro Consumer Study
December - 1971	The Cigarette Market - The National Tracking Study (May-October 1971)

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(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 20, 1971	Marlboro 100's Gold vs. Marlboro 100's Red
January 29, 1971	Portfolio - Attached.
February 2, 1971	Marlboro 85's vs. Experimental with 28MM Tipping.
February 3, 1971	Marlboro 85's vs. Blend G.
March 2, 1971	Mark VII vs. Hallmark (Blind).
March 2, 1971	Mark VII vs. Hallmark (Explained).
March 2, 1971	Marlboro 85's vs. Fast Setting Plasticizer.
March 12, 1971	Alpine vs. Blend G
March 23, 1971	Multifilter (NMF) vs. Blend A.
April 19, 1971	Marlboro 100's vs. TOD - 3335 Paper.
April 19, 1971	Marlboro 85's vs. Hauni-Diluted Experimental.
May 11, 1971	Marlboro 100's vs. 34MM Pre-Printed Tipping.
May 19, 1971	Virginia Slims (NMF) vs. Blend A.
May - , 1971	Marlboro 85's vs. Winston 85.
June 15, 1971	Marlboro 85's vs. Blend F
June 25, 1971	Diamond vs. Circular Filtnona
June 29, 1971	Marlboro 85's vs. Experimental High RTD.
June 29, 1971	Production Marlboro 85's vs. Marlboro 85's with Blend I (#2200/2201).
July 22, 1971	Parliament 85's vs. Blend E.
July 23, 1971	Parliament 85's vs. Blend D
August 3, 1971	Marlboro 85's vs. Blend C
August 4, 1971	Marlboro 85's vs. Exper. Low Delivery/Full Flavored Cigarettes.
August 5, 1971	Multifilter (NMF) vs. Blend B.
August 5, 1971	Marlboro 85's vs. Exper. Now Delivery/Full Flavored Cigarettes

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1971

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
August 10, 1971	Marlboro 85's vs. Blend M.
August 17, 1971	Exper. DITL vs. Kent 85's) Exper. DITX vs. Kent 85's) Single Report Exper. DIXL vs. Kent 85's) Blind Tests Exper. DIXN vs. Kent 85's) (10-11 mg. - 85MM Cig.)
August 23, 1971	Marlboro Lights Charcoal vs. Non-Charcoal Version (Blind).
August 24, 1971	Marlboro 85's vs. Blend B.
September 20, 1971	New Leaf
September 20, 1971	Mark VII vs. Smoker's Own Brands
September 20, 1971	Vantage
October 7, 1971	Marlboro 85's vs. Fast Setting Plasticizer.
October 8, 1971	Marlboro 85's vs. Blend R.
October 19, 1971	Marlboro Lights vs. High Delivery Exper. (Ident.)
October 19, 1971	Marlboro 85's vs. Blend N))
October 19, 1971	Marlboro 85's vs. Blend P) Schweitzer BL.)
October 19, 1971	Marlboro 85's vs. Blend Q)
October 21, 1971	Comical Decease Flush Flute vs. Standard Flush Flute.
November 5, 1971	Marlboro 85's vs. Blend T - 1A
November 22, 1971	Marlboro 85's vs. Blend T - 1B
November 22, 1971	B & H 100's vs. Special Casing.
December 8, 1971	Marlboro Lights vs. Exper. Filter (Hanui).

1970

A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
January 7, 1970	Public Relations
January 7, 1970	Marlboro Consumer Research Study
January 7, 1970	Consumer Acceptance of Hallmark (B&W's CP Product) In its Pittsburgh Test Market 11/19-20/70
January 15, 1970	B&H Ad Test
January 16, 1970	Multifilter Test Markets
January 20, 1970	Multifilter Research Study
January 26, 1970	Multifilter Research Study
February 6, 1970	ASI Test of Four Print Ad Approaches for B&H
February 12, 1970	Effect of Advertising in Multifilter Test Markets
February 16, 1970	ASI Print Test - "Melon Eaters".
March 2, 1970	Burke "On Air" Test - Va. Slims 60 second "Splat"
March 10, 1970	ASI Test of "60" B&H Commercial "Steve Stunning"
March - 1970	The Cigarette Tracking Study - September-December 1970. The Cigarette Market Report #4
April 2, 1970	Burke "On Air" Tests of the Virginia Slims "Splat" "30" & "60" and "Gilded Cage 60" (MRD 70224)
April - 1970	Awareness, Trial & Opinion of Laredo Cigarette Making Machine
May 7, 1970	Final Report of Laredo Consumer Study in Pittsburgh (April 1970) MRD 70245
May 12, 1970	Name Test "Roll-Your-Own" Tobacco. (MRD 70247)
May 18, 1970	Interim Report of Second Laredo Consumer Study in Pittsburgh (May 1970)
May 18, 1970	Names for "Roll-Your-Own" Product (MRD 70250)
May 18, 1970	Names for "Roll-Your-Own" Product
June 3, 1970	Future Growth of 100's (MRD 70261).
June 3, 1970	Consumer Acceptance of Maryland 100's (A.C. Product) in Test Market (MRD 70262)

1970 (Cont'd)

A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
June 3, 1970	Schwerin Test of Multifilter "Tobaccoman 60"
June 10, 1970	Parliament Study
June 18, 1970	Virginia Slims Ad Test
June 23, 1970	Parliament: Workshop Testing of "Cigarette Holder" print ad
June - 1970	National Tracking Study Cigarette Market Report #1 January-February 1970
July 14, 1970	Marlboro Consumer Study
July 15, 1970	New Leaf Ad Test
July 16, 1970	New Leaf Ad Test
July 16, 1970	Qualitative Data, New Leaf
July 17, 1970	Final Report of a Study to Evaluate the Effectiveness of Print Support for the "Cosmetic Brush Offer" (Houston/Dallas - Feb. & Mar. 1970) MRD 70282
July 17, 1970	Evaluation of B&H 100's on Carlton "Card-Set" (National) and "Address Book" (Test) Promotions
July 31, 1970	Consumer Awareness Test of Kent 100 Menthol
July - 1970	A Study of Public Attitude Toward Cigarette Smoking and the Tobacco Industry in 1970 Copy #1
August 5, 1970	Evaluation of B&H 100's Sweepstakes
August 12, 1970	Public Relations
August 12, 1970	ASI Test of "60" News Spot on Powder-Puff Derby for Va. Slims (MRD 70292)
August 24, 1970	Mark VII Pronunciation
August 26, 1970	Test Results of Parliament "Cigarette Holder" ad in Life, ASI Test (MRD 70296)
August - 1970	The Cigarette Market National Tracking Study Report #2 January-April 1970
August - 1970	Evaluation of Two Parliament Packages

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1970

A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
September 6, 1970	Report on Consumer Reactions to Eve's Tipping Paper and Packaging Designs - Denver, Columbus, Ohio and Tulsa. (MRD 70308)
September 15, 1970	New Leaf Store Check
September 15, 1970	Test Results of Mark VII Ad in Life, ASI Test.
September 15, 1970	Methods of Purchasing Cigarettes - Atlanta (MRD 70306)
September 15, 1970	Report of Test of New Leaf "Executive" and "Cabby" Commercials at Schwerin and ASI. (MRD 70305)
September 16, 1970	Parliament Package Test
September 16, 1970	Results of the First Three Day's Consumer Study for New Leaf (9/8-9/10) - Atlanta (MRD 70307)
September 18, 1970	Results of the "Last Half" of the Week of September 8 Consumer Study for New Leaf. (9/11-9/12) - Atlanta. (MRD 70311)
September 21, 1970	Marlboro Research Survey
September 22, 1970	Results of the First Half of the Week of September 14 Consumer Study for New Leaf (9/14-9/16) in Atlanta. (MRD 70318)
September 24, 1970	New Leaf Ad Test
September 28, 1970	New Leaf Ad Test
October 1, 1970	Multifilter Ad Test
October 5, 1970	Evaluation of Marlboro Sampling Program in Section 2.
October 19, 1970	New Leaf Store Audit
October 23, 1970	Report on Alpine - S & H Catalogue.
October 23, 1970	Alpine S & H Catalog Insert
October 27, 1970	Package Test - New "Tan" and "Leather" Packs. (MRD 70346)

1970

A) CONSUMER RESEARCH

<u>Date</u>	<u>Report Title</u>
October - , 1970	The Cigarette Market National Tracking Study Report #3 May-August, 1970.
November 6, 1970	Package Test
November 6, 1970	New Leaf Ad Test
November 10, 1970	Consumer Acceptance of Mark VII
November 10, 1970	Consumer Acceptance of Mark VII (C.P. Product) in the Tucson Test Market.
November 10, 1970	Report on Smokers' Association of a Tennis Tournament called "The Marlboro Country Open" and Marlboro Cigarettes.
November 24, 1970	New Leaf Consumer Study: Atlanta
December 4, 1970	Package Test for New Leaf
December 8, 1970	Marlboro Consumer Study
December 18, 1970	Reactions to Mark VII Among Triers of the Brand. (Tucson - November 19)
December 21, 1970	New Leaf Print Tests
December 29, 1970	Multifilter Ad Test
December 29, 1970	Report on the IC "Follow-up" Telephone Interviews (New York 12/70). (MRD 80374)

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1970

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 7, 1970	HTI Test of Marlboro Menthol 100's with Blend 3912 (21.6mg) vs. Blend 3912 Fluted (17.5mg) (Job #1701/1702).
January 7, 1970	Production Marlboro 85's vs. Marlboro 85's with Ecusta 553 Paper (Target: 12 Sec porosity) (Job #2164/2165)
January 8, 1970	HTI Report of a Flush Filter Parliament 85 vs. Production Kent 85's (Job #3023/12001).
January 22, 1970	HTI Test of Experimental AC Filter Blend. (Targeted at 12mg Tar) vs. Kent (with 14.6mg Tar). (Project #6816/12000)
January 27, 1970	HTI Test Comparing the Acceptance of Production B & H 100's with Experimental B & H 100's with Blend F. (Project 8006/8007)
January 27, 1970	HTI Test Comparing the Acceptance of Production B & H 100's and Experimental B & H 100's Blend D. (Project 8002/8003)
January 27, 1970	HTI Test Comparing the Acceptance of Production B & H 100's and Experimental B & H 100's Blend C. (Project 8000/8001)
January 28, 1970	Summary of Findings of 2 HTI Tests of Production Marlboro vs. Experimental Blends A & D (Project #'s 2141/2142 and 2147/2148)
February 4, 1970	Personal Placement Test of Production Marlboro 100's vs. Experimental Marlboro 100's with S. C. (Job #2168/2169)
February 6, 1970	HTI Report Comparing the Relative Acceptability of Experimental Parliament Blend A and Production Parliament. (Project #3015/3016)
February 6, 1970	Test of Consumer Acceptance of Production Parliament vs. Experimental Blend B. (Project #3017/3018)
February 6, 1970	HTI Test of Experimental Parliament Blend C vs. Production Parliament. (Project #3019/3020)
February 10, 1970	HTI Test of "Production PM Commanders" vs. "Experimental PM Commander with S. C." (Project #8707/8708)

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(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
March 10, 1970	ATI Test of Parliament 100's Charcoal vs. Tareyton 100's. (Project #3026/9008)
March 16, 1970	HTI Report of "Puffed" Winston 85's vs. Production Winston 85's. (Project #10013/10014)
April 3, 1970	HTI Test of Production Marlboro 100's vs. Experimental Marlboro 100's with S. C. (Job #2168/2169)
April 6, 1970	HTI Test of Production Marlboro vs. Experimental Marlboro 100's with S. M. (Job #2170/2171)
April 8, 1970	HTI Test of Production Marlboro 85MM vs. Marlboro 85MM with Charcoal. (Job #2172/2173)
April 15, 1970	HTI Test of Experimental A.C. Cigarettes (with Polyox and Carbon) vs. Production Kent. (Job #6818/12002)
April 22, 1970	Three Personal Placement Tests of C. P. cigarettes vs. Marlboro Control, Plus Extended Use Test. (MRD 70238)
May 4, 1970	Alpine with Blend 3912.
May 12, 1970	Attempt to Project the Market for 100's via an HTI Test of White Tipped Marlboro 85's vs. Production Benson & Hedges 100's. (Job #2175/8108)
May 12, 1970	HTI Test of Production Virginia Slims vs. Virginia Slims with an "Embra-Type" Tipping Paper. (Job #8712/8713)
May 16, 1970	HTI Test of Production Marlboro 85MM vs. Marlboro 85MM with BL Replaced by RCB. (Project 2155/2156)
June 12, 1970	Results of a Series of Seven Menthol/Flavor Tests.
June 29, 1970	HTI Test of Production Marlboro vs. Experimental Marlboro with Blend E. (Project 2176/2177)

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(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
July 17, 1970	HTI Test of Experimental A. C. (With Carbon Filter) vs. Experimental Blend with a High RCB contents. (Job #6819/6820)
July 21, 1970	HTI Test of Experimental A. C. cigarette (With Carbon) vs. Production Multifilter. (Job #3806/6817)
July 22, 1970	HTI Test of Experimental A. C. (With Carbon) vs. True. (Job #6821/12003)
July 29, 1970	Results of Testing of Menthol Blend 3912 With Flush Flute and 3912 Modified With Lower Level Menthol vs. Own Brand # Identified. (MRD 70287)
August 13, 1970	Production Tests of Four 100MM Cigarettes - All Combinations of Menthol & Methyl Salicylate. Identified Technique.
June-Sept.	"Pilot Test" Report for the TC Product Test, New York (MRD 70356).
October 2, 1970	Personal Placement Test of Two Marlboro Blend Cigarettes - MP Filter vs. DCA Filter (Project MP/DCA) (MRD 70324)
October 27, 1970	Special Re-analysis of HTI Cigarette Tests (Smoking Characteristics of Preferred Cigarettes).
November 2, 1970	HTI Test of Production Marlboro vs. Production Winston. (Job #2174/10012)
November 9, 1970	Marlboro vs. Winston HTI Test (2174/10012)
December 14, 1970	HTI Test of Production Marlboro vs. Marlboro with Blend J. (Job #2184/2185)
December 14, 1970	HTI Test of Production Marlboro vs. Marlboro with Blend H. (Job #2182/2183)
December 14, 1970	Substitution of Schweitzer BL for RCB in Marlboro.

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1970

(C) MISCELLANEOUS

Date

Report Title

January 28, 1970

Multifilter: Field Trip to Denver and Phoenix.

April 8, 1970

First Audit Results - Multifilter Coupon Test in
Prescott/Flagstaff and Greeley.
(Jan. 26 - Feb. 22/1970)

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1969

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
January 3, 1969	Lido Ad Test
January 3, 1969	B&H Menthol Research Study
January 3, 1969	Marlboro Green Research Study
January 1969	Virginia Slims Advertisement "Years Ago A Woman Couldn't Even Smoke in Public"
January 6, 1969	Marlboro Green Research Study
January 8, 1969	Lido Ad Test
January 9, 1969	Orange Blend Research Study
January 13, 1969	Lido Ad Test
January 17, 1969	Gallup College Study
January 17, 1969	Smoking Among College Students
January 20, 1969	Slims Plastic Insert
January 22, 1969	Doral Consumer Study
January 27, 1969	Lido Ad Test
January 30, 1969	Latest Consumer Study on Virginia Slims
January 30, 1969	Telephone Study on Virginia Slims in San Francisco
January 31, 1969	Lido Ad Test
February 11, 1969	The Problem with Virginia Slims
February 24, 1969	Pilot Test of (Blind) Current Alpine (D8BJK) and Alpine at Three Progressively Lower Levels of Menthol (D8BJJ, D8BJI, D8BJH) MRD69026
February 26, 1969	Study of Consumer Reaction to Proposed New B&H Print Campaign
March 3, 1969	"Impression Study" of Virginia Slims Ebony insertion "Years Ago". MRD69066.
March 3, 1969	Doral Consumer Study
March 4, 1969	Lido Ad Test

1969

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
March 5, 1969	Consumer Behavior - Cigarette Smoking- 4th Quarter 1969
March 12, 1969	"In building" Test of Marlboro Green with Tarragon (4426-86 A) and with Rosemary (4426 -86 B)
March 12, 1969	Awareness of Alpine/Gold Bell Convertibility MRD69027
March 24, 1969	Evaluation of Television Commercials
March 26, 1969	Screen for name "Lime Lite"
March 28, 1969	Va. Slims Packaging
March 31, 1969	Multifilter Research Study
March 31, 1969	Marlboro 100's in Red instead of Gold
March 31, 1969	Street Intercept Name Test
April 2, 1969	Schwerin Test of Two 60" B&H Commercials "Crypt" and "Raft" MRD69032
April 3, 1969	Summary of Recent Consumer Tests Involving Plastic Packs
April 9, 1969	Subjective Evaluation of Exit Smoke Temperature
April 11, 1969	"Project Clayton" Work Plan April 14 thru May 16
April 28, 1969	Preliminary evaluation of B&H Res Comp
May , 1969	A Qualitative Investigation of Consumer Reaction To a Proposed New Advertising Campaign For Benson & Hedges Cigarettes
May , 1969	A Qualitative Study To Determine Marketing Strategy for Alpine Cigarettes
May 1, 1969	Marlboro Research Study
May 2, 1969	Two Mark VII Package Tests
May 9, 1969	Lido Ad Test
May 16, 1969	Name Test: Mark VII and Multifilter
May 22, 1969	ASI Test of a 60" Lido Color Commercial-Brazil #1

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1969

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
June 2, 1969	ASI Test Results, Parliament "Wimbledon" "40" plus "20" Menthol Tag MRD69051
June 4, 1969	Lido Market Study
June 9, 1969	B&H Print Campaign: Restaurant MRD69034
June 11, 1969	Package Test of Philip Morris Multifilter - Plastic Pack vs. Paper Pack
June 11, 1969	Consumer Behavior - Cigarette Smoking, 1st Quarter 1969
June 11, 1969	Lido Market Study
June 12, 1969	Multifilter Paper vs. Plastic Pack
June 12, 1969	ASI Test of 60" Parliament Commercial "Chelsea Pub"
June 16, 1969	Likelihood of Purchase for Trial Among Mark VII Multifilter and Doral
June 17, 1969	Gallup College Study
June 17, 1969	Consumer Opinion about the First Puffs of a cigarette compared to the last few.
June 17, 1969	Package Test of Mark VII, new Multifilter and Doral MRD69047
June 19, 1969	ASI Test of a 60" Virginia Slims Commercial "Dining Room" MRD69069
June 19, 1969	Charcoal Cigarette Study
June 19, 1969	Interest in Plastic Cigarette Packages
June 24, 1969	Smokers Bothered By A Cough
June 24, 1969	Consumer Reaction To Closed Circuit TV at Monmouth Park
June 30, 1969	Exploratory Motivation Research on Alpine
July 1969	The Marlboro Cowboy - An Appeal To Youth?
July 7, 1969	Consumer Reaction To Charcoal Filter Cigarettes
July 11, 1969	Marlboro's Share: College Students and Later

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1969

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
July 17, 1969	Teen-Age Reaction to Cigarette Advertising in general and cowboys in specific.
July 21, 1969	Cherry Cigarettes: Pilot Product Test MRD69113
July 21, 1969	ASI Test of 60" B&H Commercial "Flamenco" and a 30" B&H Commercial "Artist" MRD69111
July 23, 1969	Alpine - S & H Study Philadelphia MRD69115
July 23, 1969	Lido Market Study
August 1, 1969	Lido Market Study
August 14, 1969	Consumer Interviews on Parliament Orange in Milwaukee MRD69132
August, 1969	An Assessment of Coupons for Virginia Slims
August 15, 1969	ASI Test of 30" Benson & Hedges Commercial "Lobster" MRD 69129
August 20, 1969	Lido Market Study
August 26, 1969	Lido Market Study
September 1969	Survey of Cigarette Smoking Behavior and attitudes Vol II Survey of the Literature 1967 - 1969
September 1969	Special Report on "You've Come A Long Way Baby"
September 1969	Benson & Hedges Print Advertising Test "Train" "Cartoon Series"
September 2, 1969	Box vs. Paper Pack
September 9, 1969	Reaction to American Tobacco Ad in the Sept. 4th Issue of the New York Times MRD 69145
September 4, 1969	Consumer Behavior - Cigarette Smoking - 4th Quarter 1963
September 23, 1969	Consumer Study of Lido Cigarettes in New Orleans -WAVE II
September 24, 1969	Virginia Slims Coro Chain Offer in Milwaukee MRD 69159
September 29, 1969	Multifilter Research Study
September 30, 1969	Embra Consumer Study in Denver & ST.Louis

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1969

(A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
October 1969	Package Change Study
October 1, 1969	Lido Market Study
October 3, 1969	Public Relations
October 3, 1969	Marlboro Quarter Horse Show Recognition Test
October 4, 1969	Lido Market Study
October 13, 1969	Consumer Interviews on Parliament Orange in Milwaukee WAVE II MRD69169
October 9, 1969	Evaluation of a Coupon Program for Virginia Slims
October 15, 1969	Test of Small Space Cartoons for B&H
October 21, 1969	Step Study on Virginia Slims Coupon MRD 69170
October 24, 1969	Public Relations
October 24, 1969	ASI Test of Promotional Featurette "Rodeo" MRD69179
October 29, 1969	The Merits of Identifying the Flavor in a Cigarette
November 7, 1969	Virginia Slims Slogan Awareness Study
November 11, 1969	Smoking Habits
November 17, 1969	Sampling By consumer Sales Team for 1970
November 17, 1969	Embura - Denver, New York & St. Louis MRD69186
November 1969	A Study of EMBURA Cigarettes
December 6, 1969	Evaluation of Two Virginia Slims Print Ads "Dining Room" and "Generally Different" MRD 69186
December 8, 1969	Public Relations
December 8, 1969	Evaluation of Marlboro Quarter Horse Show in Richmond, Virginia Oct. 25-26 1969.
December 19, 1969	Revised Conclusions on Test of Virginia Slims "Dining Room" & "Generally Different" Print Ads
December 26, 1969	Lido Market Study

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1969

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 2, 1969	Final Report: HTI Tests of: Virginia Slims Filter (Non-Menthol) vs. Production B&H 100's Gold (7901/7902); Virginia Slims Menthol vs. Production B&H 100's Green (8710/7907).
January 3, 1969	Home Placement Test of PMF vs ACF (H3710/H6813)
January 31, 1969	Final Report: HTI Test of Parliament Menthol vs. Parliament Orange (3006/3007)
February 20, 1969	HTI Cigarette Tests: 7904/7905: B&H 100's with (Production) 32mm Tipping Paper (7904); vs. B&H 100's with 36mm Tipping Paper (7905).
March 27, 1969	Final Report: HTI Test of Production Marlboro 85mm vs. Marlboro 85mm with RCB Project 2127/2128.
March 28, 1969	Final Report: HTI Test of Production Philip Morris Filter vs. an Experimental Air-cured Blend with a Charcoal Flush Filter (at 12mg. Tar). Project 3710/6813.
April 2, 1969	Final Report: HTI Test of Production Marlboro vs. a Low Delivery Marlboro Menthol with Dilution (Project 2134/2135.)
April 2, 1969	Final Report: HTI Test of Production Philip Morris Filter vs. an Experimental Air-Cured Blend with a Charcoal Flush Filter (at 12mg. Tar). Project 3710/6813.
April 9, 1969	Final Report: HTI Test of Lido with orange vs. Production Kool 85. Project 8810/8811.
April 16, 1969	Final Report: HTI Test of Production B&H 100's with 20mm Filter vs. B&H 100's with 25mm filter. Project 7908/7909.
April 16, 1969	Final Report: HTI Test of Experimental 85mm Flush Flute vs. 85mm Production Tareyton. Project 6811/9006.
April 16, 1969	Final Report: HTI Test of Production Philip Morris Filter vs. an Experimental 85mm Flush Flute . Project 6810/3709.
May 1, 1969	Test of relative appeal of Marlboro 100's in Gold pack vs. Red pack. MRD 69044.

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1969

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
June 19, 1969	Final Report: HTI Test of Production Parliament 85 vs. Parliament 85 with CFM Filter Project 3008/3009.
June 19, 1969	Final Report: HTI Test of Production Philip Morris Commander vs. Philip Morris Commander Diluted (Project 8705/8706)
June 20, 1969	Final Report HTI Test of Parliament 85- Charcoal vs. Parliament 85 with BCF Charcoal Filter. Project 3010/3011.
June 30, 1969	Preference for Marlboro and Winston under age 35 MRD 69041.
July 1, 1969	HTI Tests of Air Cured Philip Morris Filter vs. Production Philip Morris Filter MRD 69055.
July 11, 1969	Final Report: HTI Test of Production Lido 100mm vs. Production Kool 100mm (Project 8812/8813).
July 22, 1969	Final Report: HTI Test of Production 85 vs. Parliament 85 with Charcoal (Project 3004/3005)- Parts I and II.
July 24, 1969	Final Report: Personal Home Placement Test of Production Lido 85mm vs. Lido 85mm with "Expensive Lime" (Project H8814/H8815)
July 22, 1969	Final Report: HTI Test of Production Multifilter vs. Flush Flute A.C. Blend (Project 3712/6815).
August 29, 1969	Marlboro vs. Winston HTI Test (Project 2116/10010).
September 2, 1969	Final Report: HTI Test of Production Marlboro 85mm (with 20mm Filter and 25mm Tipping) vs. Marlboro 85mm with 21mm filter and 26mm Tipping. (Project 2111/2112).
September 22, 1969	Final Report: HTI Test of Virginia Slims 100's vs. Marlboro Red 85's (Blind). Project 2140/8711.
September 26, 1969	Final Report: HTI Test of Production Parliament 85mm vs. Parliament 85mm with the Skyline Filter. Project 3012/3013.
September 29, 1969	Final Report: HTI Test of Production Marlboro 100mm (with 20mm filter) vs. Experimental Marlboro 100mm with S.C. (with 25mm filter) Project 2138/2139.

1969

(B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
October 1, 1969	Final Report: HTI Test of Production Marlboro 85 vs. Marlboro 85 with S.C. Project 2136/2137.
October 1, 1969	Final Report: HTI Test of Experimental Marlboro 85 with 15mm Filter and 26mm Tipping vs. Experimental Marlboro 85 with 15mm Filter and 20mm Tipping (Project 2151/2152).
October 7, 1969	Final Report: HTI Test of Production Parliament 85 vs. Doral 85 (Project 3014/10011).
October 14, 1969	Final Report: HTI Test of Lido Menthol 85 vs. Lido Menthol 85 with "Expensive Lime". Project 8814/8815.
October 21, 1969	Recommendation for a Methodology Study of Blind Product Testing of Marlboro Cigarettes.
October 27, 1969	Final Report: HTI Test of an A.C.Blend (M9Dx) vs. a Marlboro Blend Control. (Project 2153/2154).
October 31, 1969	Final Report: HTI Test of Production Marlboro 85 vs. Experimental Marlboro 85 with 30mm Tipping paper. Both with 20mg Tar. (Project 2159/2160)
November 26, 1969	Final Report: HTI Test of flush flute as a method of providing lower delivery on Marlboro 85 type cigarettes vs. Marlboro 85 Type cigarettes with filter dilution. Both Test cigarettes with white tipping paper. (Project 2149/2150).
December 4, 1969	Final Report: HTI of Production Marlboro 85vs. Production Viceroy 85 .(Project 2161/11007).
December 4, 1969	Final Report: HTI Test of Production Parliament 85 vs. Parliament 85 with a Flush Filter. Project 3021/3022).
December 11, 1969	Final Report: HTI Test of Production Alpine 85 vs. Production Lido 85. (Project 5703/8816).

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1969

(C) MISCELLANEOUS

Date

Report Title

April 9, 1969

The Negro Market For Cigarettes

August 12, 1969

Evaluation of "Project Clayton"

October 15, 1969

Status of Lido

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1968

A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
February 5, 1968	Cigarette Attitudinal Segmentation Study.
May 20, 1968	Two Group Sessions on Mentholated Cigarettes.
May 23, 1968	Proposed Next Step in Menthol Study.
July 17, 1968	Alpine Starter Offer - S&H Catalogue.
August 8, 1968	"Virginia Slims": Home Placement Test (H0001-H0002) - Additional Data.
September, 1968	A Study of Negro Smoking Habits and Attitudes.
October, 1968	Brand Gruber Reports - Study of Certain Psychological Factors Involved in Coupon Brand Purchases.
November 13, 1968	Switching among Smokers of coupon Brands.
November 19, 1968	Brand Switching Among Menthol and Non-Menthol Smokers.
December 23, 1968	Awareness of Alpine/Blue Chip Convertability.
December 26, 1968	Highlights of Group Sessions Conducted on four Lido commercials.

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1968

B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
February 15, 1968	HTI Test of Production Parliament 85mm Vs. Experimental Parliament with 6.2% RKS. (Project NO. 2804/3360).
February 15, 1968	HTI Test of Parliament 85 with 30mm Tipping Paper Vs. Production Parliament 85 (Project No. 2808/2809).
February 15, 1968	HTI Test of Marlboro 100's Vs. B & H 100's. (Project No. 2003/7800).
February 15, 1968	HTI Test of Production Ambassador (as of 8/67) Vs. and Experimental Ambassador Blend which had more Reconstituted Tobacco (Project No. 4900/4901).
February 15, 1968	HTI Test of B & H 100's Menthol Vs. Pall Mall Filter Menthol (Project No. 7704/9003).
March 28, 1968	HTI Test of Production Parliament 85mm Vs. Parliament 100 with a deep recess filter and 19mg. FTC Tar (Project No. 2806/2802).
March 28, 1969	HTI Test of Parliament 100 with Deep Recess and Dilution Vs. Production Parliament 85 (Project No. 2905/2906).
April 2, 1968	HTI Test of Production B&H 100's Vs. Parliament 100 with Deep Recess Filter and 14mg. FTC Tar. All packs labelled with Tar and Nicotine (Project No. 2907/7802).
April 2, 1968	HTI Test of Parliament 100 with Deep Recess Vs. Tareyton 100 (Project 2904/9006).
April 2, 1968	HTI Test of Parliament 100 with Deep Recess Filter Design Vs. Parliament 100 with 8-Bar Filter Design - Test Market Product (Project No. 2909/3000).
April 16, 1968	HTI Test of Marlboro 85 Vs. B&H 100 Gold - (Project No. 2004/7801).
April 17, 1968	HTI Test of Production Parliament Vs. Parliament with a Flush Filter (Project No. 2800/2801).
April 24, 1968	Review of Deep Recess Parliament 100 HTI Tests.
April 24, 1968	HTI Test of Production Marlboro Vs. Marlboro with Longest Blend - 20 (Project No. 2114/2115).

1968 (Cont'd..)

B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
April 24, 1968	HTI Test of Production Marlboro (Circumference = 25.2mm) Vs. Experimental Marlboro (Circumference = 24.8mm) (Project No. 2102/2007).
May 22, 1968	Review of Parliament 100 Test Market Findings.
June 6, 1978	HTI Test of Marlboro 80 Production 22.5mm over-tipping vs. Marlboro 80 Experimental 24.5mm over-tipping (Project No. 2107/2108).
June 14, 1968	HTI Test of Parliament 100's (Deep Recess Filter) with 18mg. FTC Tar (Code 2908) Vs. Production B&H 100's (Code 7804).
June 19, 1968	HTI Test of Philip Morris Filter Vs. an Air Diluted Philip Morris Filter where the Tar and Nicotine levels were not Disclosed to the Panelists (Project No. 3804/3805).
June 20, 1968	HTI Test of Experimental B&H 100's with 33mm over tipping (Code 7807) Vs. Production B&H 100's with 30mm overtipping (Code 7808).
June 21, 1968	HTI Test of Production Marlboro Vs. Marlboro with Additional RKS (Project No. 1900/3358).
July 18, 1968	HTI Test of B&H 100's Production 20mm Filter Vs. B&H 100's Experimental 25mm Filter (Project No. 7809/7900).
August 6, 1968	"Virginia Slims" Home Placement Test (H0001/H0002) (H7901/H7902).
August 8, 1968	HTI Test of Marlboro 85 Production (2.4% RKS) Vs. Experimental Marlboro with 4½% RKS. (Project No. 2120/2121).
October 4, 1968	Home Placement Test of Lido Menthol Vs. Lido Menthol with Orange (H8808/8809).
October 17, 1968	Home Placement Test of Parliament Menthol Vs. Parliament Menthol with Orange (H3006/H3007).
November 13, 1968	HTI Test of Production Marlboro 85 (Code 2122) Vs. Marlboro 85 sample "YF" (Code 2123) (Project No. 2122/2123).
November 13, 1968	HTI Test of Production B&H 100's (7806) Vs. B&H 100's with 13% Hauni Ventilation (7805) (Project No. 7805/7806).

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1968 (Cont'd..)

B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
December 13, 1968	Home Placement Test of PMF Vs. ACF (H3710/H6813).
December 16, 1968	Charcoal/Non-Charcoal Series: (3001/2129; 3002/2130; 3003/2131).
December 18, 1968	HTI Tests of Virginia Slims Filter (Non-Menthol) Vs. Production B&H 100's Gold (7901/7902); Virginia Slims Menthol Vs. Production B&H 100's Green (8710/7907).
December 20, 1968	Pilot Test of (Blind) Current Marlboro Green and Marlboro Green with Spearmint (4426-5-C), Marlboro Green with Low Cost Line (4426-5-B), and Marlboro Green with Expensive Line (4426-5-A).
December 30, 1968	HTI Tests of Virginia Slims Filter (Non-Menthol) Vs. Production B&H 100's Green (8710/7907).
December 30, 1968	HTI Blind Monadic Test (#7803/11006) -- Extended Usage of: B&H 100's Menthol Vs. Kool 85 Filter.
December 31, 1968	Consumer Acceptance of B&H 85's Vs. Marlboro 85's: Final Report (2113/7903).
December 31, 1968	HTI Test (2124/2125): Production Marlboro 85 (Code 2124); Vs. Experimental 70mm Filter Cigarette (Code 2125).
December 31, 1968	Report 2132/2133: HTI Test of Marlboro 85 with Production RCB (2132) Vs. Marlboro 85 with Pilot Plant RCB (2133).
December 31, 1968	HTI Test of Diluted Philip Morris Commander (Non-Filter) Vs. Production Marlboro 85 - (Project No. 8704/2126)
December 31, 1968	North Pole/Lido Series: Project Nos. 8800/8801; 8802/8803; 8804/8805; 8806/8807; 8808/8809; H8808/H8809.

1968

C) MISCELLANEOUS

Dates

Report Title

August 21, 1968

Virginia Slims Distribution Check - Wave II.

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1967

A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
October 30, 1967	Parliament Survey

B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 16, 1967	Preliminary Report - 28mm Tipping Paper (Project 1904/1905)
January 19, 1967	Final Report - Marlboro Menthol (3083) vs. Kool (1103)
January 19, 1967	Final Report: 26mm Circumference #Non-Filter Cigarettes (Projects 8700 Production Philip Morris 70mm vs. 8701 Philip Morris 70mm length with 26mm circumference. - 8702 Production Philip Morris Commander vs. 8702 Commander with 26 circumference)
March 3, 1967	Final Report - Longer Tipping Paper (1902/1903 and 1904/1905)
March 6, 1967	Final Report - Marlboro Menthol (1700) vs. Marlboro Menthol Sample #3012
September 29, 1967	Final Report of HTI Tests: 1) B&H 100 Menthol vs. Kool 85mm (Project 7705/11004); 2) B&H 100 Menthol vs. Salem 85mm (Project 7707/10008)
October 4, 1967	Final Report of HTI Test: B&H 100 non-menthol vs. Pall Mall Filter non-menthol (Project 7709/9004)
October 4, 1967	Final Report of HTI Tests: 1) B&H 100 vs. Winston 100 (Project 7708/10009); 2) Marlboro 100 vs. Winston 100 (Project 2002/10010)
October 9, 1967	Final Report of HTI Tests: 1) Parliament 85mm vs. diluted plastic tipped 85mm Parliament with the same TPM - 20mg. (Project 2900/2901); 2) Parliament 85mm vs. diluted plastic tipped 85mm Parliament with reduced TPM - 18mg. (Project 2902/2903)
October 9, 1967	Final Report on HTI Test: Marlboro vs. Marlboro with RCB (Project 2005/2006)
October 9, 1967	Final Report of HTI Test: Production Marlboro vs. Marlboro "2Y" - a Marlboro with Turkish substitution (Project 2000/2001)

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1967 (Cont'd)

B) PRODUCT TESTS (Cont'd)

<u>Date</u>	<u>Report Title</u>
October 9, 1967	Final Report on HTI Test: Philip Morris Filter vs. an air-diluted Philip Morris Filter where the TPM ("Tar") and nicotine levels were disclosed to the panelists (Project 3802/3803)
October 9, 1967	Final Report on HTI Test Raleigh Filter vs. 85mm experimental cigarette with B&H 100's blend and Marlboro Type Filter (Project 11005/2002)
October 10, 1967	Final Report of HTI Test: Philip Morris Menthol vs. a "low carbon" Philip Morris Menthol (Project 3800/3801)
December 19, 1967	Sales Analysis: Marlboro "Y" Blend Change Test (Project 2000/2001)

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1966

PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
February 3, 1966	Final Report - Paxton RKS (475) vs. Kool (025)
February 6, 1966	Low Draw Parliament Product Test (#2700 Production Parliament vs. #2701 Low Draw Parliament)
February 16, 1966	Charcoal Parliament Product Tests
February 23, 1966	Final Report: Modified PM Filter (Test cigarette HTI #3701 vs. Production PM Filter #3700)
February 24, 1966	Low Draw Philip Morris Filter
March 25, 1966	Pall Mall Filter Product Test
April 7, 1966	Final Report - Benson & Hedges 100's vs. Pall Mall Identified.
May 25, 1966	Final Report - Marlboro (85MM) 2.5% RKS vs. Production (1803 vs. 1804).
May 26, 1966	Final Report - Parliament Test - Production vs. 2.5% RKS (2706 vs. 2707).
June 17, 1966	Final Report - Three Tests of 2.5% RKS.
October 3, 1966	Final Report - Marlboro Menthol (3024) vs. Salem (1005).
October 17, 1966	Final Report - Benson & Hedges 100's (7700) vs. Marlboro (9001).
October 17, 1966	Final Report - Marlboro Menthol (3024) vs. Kool (1102).
December 1, 1966	Final Report - Increased Flavor Parliament (3134) vs. Production Parliament (2709).
December 1, 1966	Final Report - Benson & Hedges 100's (Code 7701) vs. Pall Mall Filters (9002).
December 28, 1966	Final Report - Parliament Non-Charcoal with 1.5 Times After - Cut Flavorings (2803) vs. Production Parliament (2802).
December 29, 1966	Final Report - Marlboro (1806) vs. Recessed Charcoal Parliament with Additional 1.5 After-Cut Flavorings (2243).

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1965

A) CONSUMER/ADVERTISING RESEARCH

<u>Date</u>	<u>Report Title</u>
June, 1965	A Study of Cigarette Smokers' Habits and Attitudes In 1965 Copy #36

B) PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 4, 1965	Final Report - Effect of Charcoal Copy on Parliament Smokers (Project 2246 vs. 252A)
January 21, 1965	Final Report - Multifilter IBM - MCB Blind Test Project 353 Production Multifilter vs. 354 IBM - MCB Blend
March 9, 1965	Final Report - Paxton Modified Flavor (Project 474 - Production Paxton vs. 475 - Modified Paxton)
March 30, 1965	Final Report - No Menthol Philip Morris Filter 355 - Production Philip Morris Filter 356 - Philip Morris Filter Without Menthol
October 28, 1965	Final Report - Alpine RKS (462) vs. Kool (026)
August 26, 1965	Office Test Easy Draw Parliament
September 14, 1965	Final Report - Galaxy vs. Marlboro 342/199
October 26, 1965	Final Report - Paxton RKS vs. Pre-Charcoal Paxton
October 28, 1965	Final Report - Alpine RKS (462) vs. Kool (026)
December 9, 1965	Final Report - Philip Morris Filter (Code 335) vs. Tareyton Filter (Code 905)

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1964

PRODUCT TESTS

<u>Date</u>	<u>Report Title</u>
January 17, 1964	Preliminary Report - Three Test Market Products (159/1012; 160/1013; 162/328)
February 28, 1964	Final Report - Three Test Market Product Tests 159 - Marlboro vs. 1012 -Marbelized Paper. Saratoga 160 - Marlboro vs. 1013 - Carbon on Tow Saratoga 162 - Marlboro vs. 328 - Philip Morris Multifilter
February 28, 1964	Preliminary Report - Grey vs. Black Inner Filter - Project 1020/1021
May 14, 1964	Final Report - Grey vs. Black Inner Filter Project 1020 (Grey Filter) vs. 1021 (Black Filter)
May 27, 1964	Preliminary Report - Two Parliament Tests (250/1797 and 251/1801)
August 18, 1964	Final Report - Parliament Porous Paper Tests Project 250, Regular Parliament vs. 1797, More Porous Paper Parliament. Project 251, Regular Parliament vs. 1801, More Porous Paper plus Rice Starch Filter.
December 10, 1964	Final Report: Multifilter 2074/2072
December 29, 1964	Final Report Charcoal Filter Parliament
December 31, 1964	Final Report - No Menthol Parliament (Project 254 Production Parliament vs 255 No Menthol).

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